

SOCIAL COMMUNICATION AND SOCIAL WELFARE IMPROVEMENT THROUGH RAILROAD REACTIVATION

Case Study Social Communication Pattern for Society Welfare Improvement in Railroad
Area Reactivation, Rancaekek-Jatinangor, Sumedang - West Java

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ABSTRACT

Nowadays, social welfare improvement of residents in Rancaekek-Jatinangor area, is still showing a gap between the immigrants (student, business and property investor) and local residents. One of the reasons is transportation movement inhibition because the density of traffic is not supported by the road or railroad infrastructure.

Considering the condition and urgent needs, and there are many assets in transportation sector has not empowered yet, the government through the Department of Transportation, West Java, has a railroad reactivation program from Rancaekek to Tanjung Sari.

In reality, the program still have social barriers, that is the resistance of local residents who will be affected by the construction, which is still assessing the program will generate a lot of losses. Therefore, a case study conducted in order to find appropriate social communication patterns and strategies, so that people will have the same perception that the railroad reactivation is aimed at improving the social welfare of local residents and community in general.

The research results showed gradual and tiered communication patterns for each category of the target audience applied in the process of social communication. Packaging of social communication messages applied symmetric model for the target audience with high social status, and asymmetric models for the lower social status. The media which mostly used is below the line media, in the form of discussion, seminar, training and Focus Group Discussion (FGD).

Key words : Social communication, communication pattern, communication media

I. BACKGROUND

1.1. Situation Analysis

Rancaekek, Jatinangor and Tanjungsari area are the Metropolitan area of Bandung Raya which is located in Bandung Regency District and also Sumedang Regency District - West Java, Indonesia. The region is an area of residential development and education center, so that the socio-economic activity is increasing, as the number of established college campus, as well as housing and shops

The concept of Metropolitan Bandung Raya movement is a metropolitan area that is comfortable, safe and friendly environment with the creative industries sector and tourism as a major economic driver. From the Metropolitan Bandung development concept view, it can be concluded that there will be a lot of movement from both public and private transportation to Bandung and its surrounding area which is incorporated in Metropolitan Bandung. However, the economic and other activities to improve the social welfare of the population in the area will be hampered if it is not supported by the infrastructure, especially in order to meet the transportation needs of the people movement to and from the area.

Nowadays, social welfare improvement of residents in Rancaekek - Jatinangor area, is still showing a gap between the immigrants (student, business and property investor) and local residents. One of the reasons is transportation movement inhibition because the density of traffic is not supported by the road or railroad infrastructure. Considering the condition and urgent needs, and there are many assets in transportation sector has not empowered yet, the government through the Department of Transportation, West Java, has a railroad reactivation program from Rancaekek to Tanjung Sari. Furthermore, railroad reactivation program from Rancaekek - Jatinangor - Tanjung Sari will support means of transport to West Java International Airport Kertajati, Majalengka Regency and it will support any other resident economic activities.